

Modernizing CalFresh

“Pathways to Increase Participation”

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TulareWORKs

Tulare County Goals

- Increase awareness of the CalFresh Program among county residents and community partners
- Identify and enroll families who are eligible for the program



CalFresh Outreach Activities

- Onsite Staff Assistance
- Community Based Organizations
- Community Events and Marketing Strategies
- Waivers and Technology



Outstation Sites

- We have seventeen outstation sites with co-located staff. Sites are geographically dispersed and include:
 - County Health Clinics
 - County Mental Health Clinics
 - Local Rural Health Centers / FQHCs
 - Local Hospitals
 - Local Senior Centers
- Staff are available to assist with:
 - Initiating and completing CalFresh applications
 - Help with other program applications
 - Answer program questions or accept reported changes



Community Based Organizations

- CBO Outreach & Training – with special focus on Seniors, Working – low income families, Homeless and Spanish speaking community members



Community Events / Marketing Strategies

- Focus areas for Community Outreach includes:
 - School Events
 - Health Fairs
 - Farmers Markets
- Marketing Strategies consisted of:
 - Billboards
 - Bus Wraps
 - Radio Ads (FNS Sponsored)
 - School Districts – Provided handout materials for enrollment packets
 - Flying Discs (Frisbees)
 - Food Shaped Stress Toys
 - Water bottles
 - Tote bags



Waivers and Technology

- We implemented the Face-to-Face Waiver using a phased approach:
 - Initially maximized the “hardship” regulation for recertifications
 - Expanded to include the elderly and disabled at intake
 - Ultimately expanded to all cases once waiver was approved
- Online application portal (BenefitsCalWIN.org) allows clients to submit applications via the internet
 - Business cards are used to promote the BenefitsCalWIN web site



Questions

